

SIDES
& ASSOCIATES



Advantage!®

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE
CATALOG AND PRICE LIST

GS-07F-0103U

GS-07F-0104U

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Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The Internet address for **GSA Advantage!** is <http://www.gsaadvantage.gov>.

Schedule Title: 541 Advertising and Integrated Marketing Solutions (AIMS) FSC Group 541, Part 1

FSC Class: 541

Contract Numbers: GS-07F-0103U
GS-07F-0104U

Contract Period: 12/01/2007 through 11/30/2012

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.fsa.gov.

Contractor: SIDES & Associates, Inc.
222 Jefferson Street, Suite B
Lafayette, LA 70501

Contractor's Administration Source: Larry Sides
Telephone: 337.233.6473
Fax: 337.233.6485
E-mail: accounting@sides.com

Business Size: Small Business

SIDES INFORMATION

1a.	AWARDED SPECIAL ITEM NUMBERS SIN(s):	CONTRACT NUMBER: GS-07F-0103U SIN DESCRIPTION 541-1 Advertising Services 541-2 Public Relations Services 541-4A Market Research and Analysis Services 541-5 Integrated Marketing Services
		CONTRACT NUMBER: GS-07F-0104U SIN DESCRIPTION 541-F Commercial Art and Graphic Design Services
1b.	LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:	See descriptions at end of catalog
2.	MAXIMUM ORDER:	\$1,000,000 *If the "best value" selection places your order over this maximum order amount, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the Schedule contract in accordance with FAR 8.404.
3.	MINIMUM ORDER:	\$100
4.	GEOGRAPHIC COVERAGE:	Domestic, 50 states, Washington DC, Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities
5.	POINT(S) OF PRODUCTION:	Services, not applicable
6.	BASIC DISCOUNT:	Prices listed below include all discounts. For calculation of the GSA Schedule price (price paid by customers ordering from GSA Schedule, and the price to be loaded into GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (net GSA price). Current IFF rate is 0.75 percent.
7.	VOLUME DISCOUNT(s):	None
8.	PROMPT PAYMENT TERMS:	Net 30
9a.	GOVERNMENT PURCHASE CARDS MUST BE ACCEPTED AT OR BELOW MICRO-PURCHASE THRESHOLD:	
9b.	GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE MICRO-PURCHASE THRESHOLD:	
10.	FOREIGN ITEMS:	None
11a.	TIME OF DELIVERY:	In accordance with the requirements of the task order
11b.	EXPEDITED DELIVERY:	Contact Contractor's Representative

SIDES INFORMATION

11c.	OVERNIGHT AND 2-DAY DELIVERY:	Services, not applicable
11d.	URGENT DELIVERY:	Agencies can contact contractor's representative to affect faster delivery. Agencies are encouraged to contact contractor for the purpose of requesting accelerated delivery.
12.	FOB POINT:	Destination
13.	ORDERING ADDRESS:	Same as contractor
14.	PAYMENT ADDRESS:	Same as contractor
15.	WARRANTY PROVISION:	Not applicable
16.	EXPORT PACKING CHARGES:	Not applicable
17.	TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:	Contractor will accept Government Purchase Card for orders of \$2,500 or less. Contact contractor for acceptance of larger orders.
18.	TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR:	Not applicable
19.	TERMS AND CONDITIONS OF INSTALLATION:	Not applicable
20.	TERMS AND CONDITIONS OF REPAIR PARTS:	Not applicable
20a.	TERMS AND CONDITIONS FOR ANY OTHER SERVICES:	Not applicable
21.	LIST OF SERVICE AND DISTRIBUTION POINTS:	Not applicable
22.	LIST OF PARTICIPATING DEALERS:	Not applicable
23.	PREVENTIVE MAINTENANCE:	Not applicable
24a.	ENVIRONMENTAL ATTRIBUTES:	Not applicable
24b.	SECTION 508 COMPLIANCE FOR EIT:	Section 508 Compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at www.section508.gov ; contact contract administrator for more information.
25.	DUNS NUMBER:	08-344-0313
26.	NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:	Registration valid until 1/17/2012

1b. AWARD PRICE LIST

CONTRACT

SIN 541-1
SIN 541-2
SIN 541-4A
SIN 541-5

GS-O7F-0103U

Advertising Services
Public Relations Services
Market Research Analysis Services
Integrated Marketing Services

CONTRACT

SIN 541-4F

GS-O7F-0104U

Commercial Art and Graphic Design Services

LABOR CATEGORY	PRICE*	UNIT
Executive Manager	\$215.10	Hour
Account Manager	\$143.10	Hour
Strategic Planner	\$143.10	Hour
Art Director	\$167.40	Hour
Creative Supervisor	\$140.40	Hour
Graphic Designer	\$114.30	Hour
Web Designer	\$182.70	Hour
Project Director	\$215.10	Hour
Program Manager	\$143.10	Hour
Copy Writer	\$131.40	Hour
Technical Writer	\$131.40	Hour
Proofreader	\$ 70.30	Hour
Broadcast Producer	\$170.10	Hour
Media Supervisor	\$144.90	Hour
Media Buyer	\$118.80	Hour
Senior Communications Consultant	\$215.10	Hour
Public Relations Specialist	\$131.40	Hour
Government Relations	\$131.40	Hour
Research Specialist	\$ 95.95	Hour
Conference/Event Planner	\$143.10	Hour
Field Training	\$122.40	Hour
Traffic Director	\$ 77.90	Hour
Production Manager	\$118.80	Hour
Administrative Support	\$ 50.35	Hour
Contract Management	\$ 79.80	Hour
Billing Reconciliation	\$ 76.00	Hour
Intern	\$ 19.95	Hour

*Prices inclusive of discount and the Industrial Funding Fee

541-1000 & 541-2000 OTHER DIRECT COSTS (ODC)

CONTRACT #s **GS-O7F-0103U / GS-O7F-0104U**

****All ODCs are considered ceiling costs.**

Awarded non-labor hour costs (i.e. radio spots, television spots, video, production and printing) are comprised of the components as described above and are directly applicable to the service as described. Agency orders for services described may alter the type, quality and timing of each component and thus result in a lower price for specific requirements. SIDES & Associates is advised that based on the specific task identified at the task order level, it may use Clause 552.238-75, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded non-labor hour costs as specified above without a modification to this contract.

SUPPORT PRODUCT /LABOR (ODCs)	PRICE INCLUDING IFF	UNIT
PRINTING		
8 1/2x11" fliers, four color, 28#, 100 or more**	\$0.70	Each
8 1/2x11" color copies, 1,000 or more**	\$0.80	Page
8 1/2x11" B&W copies, 1,000 or more**	\$0.10	Page
8 1/2x11" brochures, tri-fold, four color, 80#, 2,000 or more**	\$0.29	Each
8 1/2x14" brochure, Z fold, four color, 20#, 100 or more**	\$0.82	Each
8 1/2x11" booklet brochures, up to 16 pages, hi-res color, 110#, staple binding, 1,000 or more**	\$3.41	Each
8 1/2x11" spiral bound book, up to 240 pages + laminated cover, 1,000 or more**	\$31.91	Each
11x17" posters, 4 color process, 100#, 25 or more**	\$1.40	Each
36x44" posters, digital print, mounted to 1/2" ultra board, 5 or more**	\$69.17	Each
4x8' banner with exterior weight vinyl, wind slits, four color process, 1 sided, with grommets**	\$104.78	Each
6x10' banner with exterior weight vinyl, wind slits, four color process, 1 sided, with grommets**	\$196.46	Each
8x12' banner with exterior weight vinyl, wind slits, four color process, 1 sided, with grommets**	\$314.34	Each
8 1/2x11" insert, local rate**	\$123.70	Cost Per Thousand
30 Second TV Commercial, Level One: Price based on in-house scripts, storyboard templates, photographs and mechanical examples with professional turnkey production (Announcer, studio time, animation as needed, music with all rights, editing, graphic production and post production editing and mastering)**	\$16,025.55	Each
30 Second TV Commercial, Level Two: Price based on 2 days of pre-production and two 10-hour location days. Includes pre-production and wrap costs; shooting crew labor; location and travel expenses; props, wardrobe; studio and set production costs; equipment costs; miscellaneous; Director creative fees; insurance; production fees; talent costs and expenses; music rights; editorial and finishing**	\$49,712.73	Each

OTHER DIRECT COSTS (ODC)

SUPPORT PRODUCT /LABOR (ODCs)	PRICE INCLUDING IFF	UNIT
60 second radio commercial or PSA: Including production, casting, talent, editing and music rights**	\$1,511.25	Each
30 second radio commercial or PSA: Including production, casting, talent, editing and music rights**	\$1,309.75	Each
15 second radio commercial or PSA: Including production, casting, talent, editing and music rights**	\$1,158.63	Each
Online Advertising: 728 x 90 Leaderboard or 300 x 250 Rectangle**	\$5,037.50	500,000 Impressions
Full Page newspaper ad, 4 color, full run, local rate**	\$37,888.18	Each
1/2 page newspaper ad, 4 color, full run, local rate**	\$25,968.37	Each
1/4 page newspaper ad, 4 color, full run, local rate**	\$15,855.70	Each
Newspaper banner ad, main section, color, local rate**	\$453.38	Each
Full Page newspaper ad, 4 color, full run, national rate**	\$232,732.50	Each
1/2 page newspaper ad, 4 color, full run, national rate**	\$151,125.00	Each
1/4 page newspaper ad, 4 color, full run, national rate**	\$91,279.50	Each
8 1/2x11" newspaper insert, 2 sided, four color, 100#, glossy, 500 or more**	\$0.38	Each
Billboard (price includes printing of vinyl)**	\$4,286.91	Each
Shipping - First Overnight, Parcels**	\$1,658.07	Shipment
Postage**	\$0.44	1 oz. letter
USB Card Flash Drives, 1000 or more**	\$7.04	Each
Laminated Twin-Pocket Portfolios**	\$11.07	Pack of 10
Resource Binder: Three ring binder, up to 250 two-sided pages (50 color, 200 b&w), 8 color cardstock dividers, 8 clear plastic dividers with customized tab labels, cardstock table of contents, customized cardstock front and back covers, and spine**	\$86.49	Each
All day meeting facility rental and supplies - price includes ballroom with schoolroom setup for up to 300 people, flipcharts, markers, AV equipment and food/ beverages for an all-day meeting (breakfast, lunch and two snack/coffee breaks), plus 1 breakout room**	\$37,957.56	Day
Photography: Both location and stock photography are campaign specific and will be quoted on an as-needed basis**	N/A	N/A
Broadcast media rates vary – the exact rate will be based on the requirement.		
60 second TV commercial, broadcast locally**	\$14,105.00	Each
30 second TV commercial, broadcast locally**	\$7,052.50	Each
60 second radio commercial, broadcast locally**	\$277.06	Each
30 second radio commercial, broadcast locally**	\$176.31	Each